



State of Utah

Tourism Profile

Statewide Indicator	1998	1999	2000	2001(o)	2001(n)	2002(r)	2003	% Change 2002-2003	AAPC 1998-2003
DEMOGRAPHIC									
Population	2,141,600	2,193,000	2,193,000	2,295,970		2,338,761	2,385,358	2.0%	2.2%
Total Non-Ag Employment	1,023,500	1,050,000	1,075,000	1,081,685		1,074,000	1,073,263	-0.1%	1.0%
Non-Ag Avg Monthly Wage	\$2,207	\$2,291	\$2,401	\$2,470		\$2,509	\$2,551	1.7%	2.9%
Per Capita Income	\$21,594	\$22,203	\$23,878	\$24,388		\$24,639	\$24,898	1.1%	2.9%
Unemployment Rate	3.8%	3.9%	3.3%	4.4%		6.1%	5.6%	0.5%	8.1%
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$4,100	\$4,200	\$4,250	\$4,150	\$4,259	\$4,692	\$4,631	-1.3%	2.5%
Travel & Tourism Related Employment	117,000	121,500	125,500	128,500	101,409	106,700	108,683	1.9%	-1.5%
Direct Tourism-Related Employment	65,500	68,100	70,400	72,089	69,566	73,325	74,688	1.9%	2.7%
Indirect Tourism-Related Employment	51,500	53,400	55,100	56,411	31,843	33,375	33,995	1.9%	-8.0%
TOURISM TAX REVENUES (millions)									
State & Local Tax Revenues from Traveler Spending	\$328	\$336	\$340	\$321	\$338	\$372	\$444	19.4%	6.2%
State Tax Revenues	\$243	\$249	\$252	\$237	\$249	\$274	\$270	-1.5%	2.2%
Local Tax Revenues	\$85	\$87	\$88	\$84	\$89	\$98	\$97	-1.0%	2.6%
Gross Taxable Room Rents	\$540.4	\$545.3	\$567.7	\$578.4		\$666.7	\$603.6	-9.5%	2.2%
Transient Room Tax	\$17.4	\$17.5	\$18.2	\$17.4		\$20.0	\$18.1	-9.5%	0.8%
Restaurant Tax	\$18.7	\$20.0	\$21.0	\$21.9		\$23.6	\$23.5	-0.4%	4.6%
Car Rental Tax	\$7.2	\$12.7	\$12.9	\$12.9		\$12.4	\$11.7	-5.6%	10.2%
Gross Taxable Retail Sales	\$28,646.8	\$29,998.5	\$31,645.0	\$32,426.0		\$32,512.0	\$32,560.0	0.1%	2.6%
STATEWIDE VISITATION COUNTS									
Visits by Non-Resident Travelers	17,800,000	18,200,000	17,700,000	17,300,000		17,300,000	16,900,000	-2.3%	-1.0%
Visits by International Travelers	638,000	687,000	700,000	600,000		610,000	590,000	-3.3%	-1.6%
Traffic Count at Interstate Borders	19,590,000	20,675,000	20,817,000	21,824,000		22,834,035	22,006,945	-3.6%	2.4%
I-15 UT/AZ Traffic Count	6,139,000	6,359,000	6,397,000	6,674,000		7,206,925	7,278,100	1.0%	3.5%
I-15 UT/ID Traffic Count	2,900,000	3,001,000	3,001,000	3,091,000		3,176,230	3,175,500	0.0%	1.8%
I-70 UT/CO Traffic Count	2,127,000	2,351,000	2,315,000	2,494,000		2,617,780	2,459,005	-6.1%	2.9%
I-80 UT/WY Traffic Count	4,375,000	4,731,000	4,862,000	5,083,000		5,238,845	4,533,665	-13.5%	0.7%
I-80 UT/NV Traffic Count	1,935,000	2,006,000	2,011,000	2,220,000		2,261,540	2,188,175	-3.2%	2.5%
I-84 UT/ID Traffic Count	2,115,000	2,227,000	2,231,000	2,263,000		2,332,715	2,372,500	1.7%	2.3%
Total Nat'l. Park Recreation Visits	5,466,100	5,527,500	5,322,300	4,946,500		5,148,000	5,042,800	-2.0%	-1.6%
Arches National Park	837,200	870,000	786,400	754,000		769,700	757,781	-1.5%	-2.0%
Bryce Canyon National Park	1,166,300	1,081,500	1,099,300	1,068,600		886,400	903,760	2.0%	-5.0%
Canyonlands National Park	436,500	446,200	401,600	368,600		375,600	386,985	3.0%	-2.4%
Capitol Reef National Park	656,000	680,200	612,700	527,800		523,500	535,439	2.3%	-4.0%
Zion National Park	2,370,000	2,440,000	2,432,300	2,227,500		2,592,800	2,458,791	-5.2%	0.7%
Total Nat'l. Mon. & Rec. Area Visits	5,821,100	6,414,300	5,645,900	5,475,500		5,045,600	4,925,793	-2.4%	-3.3%
Total State Park Visits	6,879,300	6,768,000	6,555,300	6,075,500		5,755,800	4,570,400	-20.6%	-7.9%
Salt Lake Int'l. Airport Passengers	20,297,400	19,944,600	19,900,800	18,819,100		18,652,800	18,466,800	-1.0%	-1.9%
Utah Skier Visits	3,101,700	3,095,300	2,959,800	3,278,300		2,984,600	3,141,200	5.2%	0.3%
Utah Welcome Center Visits	764,600	733,200	731,800	660,400		676,800	659,300	-2.6%	-2.9%
Hotel/Motel Occupancy Rates	63.8%	61.6%	60.9%	59.9%		62.1%	58.8%	-3.3%	-1.6%

Note: 2001(o) represents statistics using a prior year's methodology (old). 2001(n) represents statistics using the current methodology. See the methodology section in the appendix for details.

State of Utah Tourism Profile

Land Ownership - 2004		
	No. of Acres	% Total
Total Acres in State	52,634,758	100.0%
Federal Government	34,573,440	65.7%
BLM	22,617,292	43.0%
US Forest Service	7,256,699	13.8%
National Recreation Areas	1,126,815	2.1%
National Parks	903,436	1.7%
National Wildlife Refuge	62,034	0.1%
USFS & BLM Wilderness Area	762,973	1.4%
Other*	1,844,191	3.5%
State Government	4,095,119	7.8%
Utah State Parks & Recreation	77,578	0.1%
Utah State Wildlife Reserves	392,401	0.7%
State Sovereign Lands	181,180	0.3%
State Trust Lands	3,443,960	6.5%
American Indian	2,439,176	4.6%
Private**	11,527,023	21.9%

*Includes Military and Bunkhead Jones land

**May include some local government land

Land Ownership - 2004



